

II. AMENDMENTS TO THE SPECIFICATION

Please replace page 1, lines 4-9 with the following:

CROSS-REFERENCE TO RELATED APPLICATIONS

This application is related to provisional application SN 60/226053 filed 8/16/00, entitled "Network For Matching Internet Banner Ad View With An Internet Advertiser" and to application SN 09/274,984 filed 3/25/99, entitled "~~A Method Of Real-time Allocation Of Ad Space On A Web Page Based On A Bidding Protocol~~", which applications are application is assigned to ExperClick, Inc., the assignee of the present invention and are is incorporated herein by reference.

Please replace page 8, lines 25-27 with the following:

In **FIGURE 3c**, at 314, 316, the site-specific data (1-N) are fetched. At ~~318,0320~~
318, 320 the advertiser-specific data and an advertiser-specific applet for each site 1-N are transferred to private web pages 1-N accessible to the corresponding advertiser.